

HEADLINE# 6154297
 *** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY22/12 09.0
 *** WDCW-TV ***

ADV # _____ ADV. NAME POLI/T Kaine/D/SEN/VA
 AGY # _____ AGY. NAME MEDIA STRATEGIES & RESEARCH
318 MASSACHUSETTS AVE, NE
WASHINGTON, DC 20002

REP.# _____ OFF.# _____ SALESMAN # _____
 BUYER NAME RACHAEL BEALE
 SALES PRSN WA- DAVE CLARK

ORDER # _____ CONTRACT # 6154297
 PRDCT TIM Kaine FOR SENATE EST#**** COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES OCT22/12 OCT28/12 WK-1

CLASS: NATL. LOCAL REGIONAL

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE MAY22/12 09.06

REP: TO: NSA WDCW
 FROM: GREG FOR DAVE
 NEW ORDER
 TTL...\$3050...6X
 THX PLS CFM, 5/22/12

✓
 7/11

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 11103

1			900A-1000A	30		\$175.00	10/22	10/22	1		MON	1
PROGRAM : JUDGE MATHIS												
2			1000A-1100A	30		\$175.00	10/25	10/25	1		THU	1
PROGRAM : PEOPLE'S COURT												
3			700P-730P	30		\$650.00	10/22	10/24	2		M,W	2
PROGRAM : 2.5 MEN												

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4			730P-800P	30		\$700.00	10/23	10/26	2		TU, F	2
PROGRAM : 2.5 MEN												
OCT/12 \$3,050.00												

CONTRACT TOTAL \$3,050.00
TOTAL SPOTS 6

MARKET TOTALS \$305,000 WDCW 1% WJLA 24% WUSA 22% WRC 34% WTTG 18% WPXW 0% WDCA 1%
CABL 0%

SVC- NSI
DEMOS- RA35+*



Station Order
Kaine for Senate 2012

Market: Washington, DC

Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

Estimate ID

11103

Contact: Grant Nairn

Email: gnairn@tribune.com

Phone: 202-965-5050

Fax: 202-965-1841

Direct:

WDCW-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Oct 28	
Judge Mathis 9:00 AM 10:00 AM	DT	M-F 30	\$175.00 \$175.00	1							1
People's Court 10:00 AM 11:00 AM	DT	M-F 30	\$175.00 \$175.00				1				1
Two & Half Men 7:00 PM 7:30 PM	PA	M-F 30	\$650.00 \$1,300.00	1		1					2
Two & Half Men 7:30 PM 8:00 PM	PA	M-F 30	\$700.00 \$1,400.00		1			1			2
Station Gross Totals			\$3,050.00	2	1	1	1	1			6

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

703-877-2000 303-764-9958 Fax

rachael@mediastrategies.com

Date/Time Sent: 5/7/2012 1:04:05 PM

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